

## # Invest Kenya Website â Client Documentation

Welcome! This document is written for \*\*nonâ technical editors and clients\*\*. It is intentionally detailed

If you read nothing else, remember this:

> â \*\*Almost everything you see on the site comes from WordPress custom fields.\*\*

---

### ## ð Quick Overview (What this site is)

- \*\*Platform:\*\* WordPress
- \*\*Editing approach:\*\* Mostly \*\*custom fields\*\*, with a small amount of \*\*Elementor\*\*
- \*\*Design philosophy:\*\* No hardcoded text; content is controlled from the editor

This site was built so that you can update content safely and consistently. Most sections are â smart b

- If you leave a field empty, the section simply wonâ t show.

- You donâ t need a developer for normal updates.

---

### ## ð Homepage (Important)

The \*\*homepage\*\* is the most visible entry point to the site. It contains the primary brand messaging a

Because this page carries the main narrative, any updates here should be carefully reviewed for tone,

---

### ## â Editing Any Page (Simple Stepâ byâ Step)

1. Log in to WordPress.
2. Go to \*\*Pages\*\* and open the page you want to edit.
3. Scroll down to the \*\*custom fields\*\* section.
4. Fill in the text, numbers, or upload images.
5. Click \*\*Update\*\*.

â Done. The website updates immediately.

---

### ## ð i, Elementor Guidance (Important for News, Resources, Events, Governance)

Many pages look similar and reuse the same layout. To keep the design consistent:

#### ### When adding a \*new post page\* (News / Events / Resources / Governance)

1. \*\*Duplicate\*\* an existing post page (so the design stays consistent).
2. Open the duplicated page \*\*with Elementor\*\*.
3. Update the layout blocks \*\*only if necessary\*\* (usually you donâ t need to change layout).
4. Edit the post itself (title, content, featured image, and required custom fields).

## 5. Save and update.

This method ensures:

- The layout matches the current style
- Custom field sections work properly
- The new post looks the same as other posts in that section

â \*\*Tip:\*\* Use the \*\*Duplicate Page\*\* plugin for fast duplication.

---

## ð§' Known Layout Fix (Leroux Theme Padding Issue)

Some pages can look â brokenâ because the Leroux theme adds extra left/right padding when many

Use the pageâ s actual ID in the selector (example below uses '13407'):

```
“  
.page-id-13407 .qodef-grid,  
.page-id-13407 #qodef-page-content.qodef-grid,  
.page-id-13407 #qodef-page-inner.qodef-content-grid,  
.page-id-13407 .qodef-grid-inner {  
    max-width: 100% !important;  
    width: 100% !important;  
}  
”
```

Repeat this per page by replacing the ID to match the page you are editing.

---

## ð "i, Pageâ byâ Page Content Guide

Below is a detailed checklist of what each page needs. This is your â preparation list.â

---

### 1) Why Kenya (Main Page)

A multiâ section landing page that highlights why investors should consider Kenya.

\*\*What to prepare:\*\*

- Strong headlines (often split into 2 parts)
- Key statistics and highlights
- Short explanatory text for each block
- Icons and supporting images
- Images for tabbed sections

\*\*Main content areas:\*\*

- \*\*Hero reasons section\*\* (icons + short text)
- \*\*Statistics section\*\* (big numbers + explanations)

- \*\*Cards section\*\* (icons with short supporting text)
- \*\*Tabbed image gallery\*\* (visual showcase)

\*\*Important note:\*\* The large banner slider is \*\*primarily used on the homepage\*\*, not on every page.<sup>6</sup>

---

### ### 2) Incentives

A structured page for incentives and investment benefits.

\*\*What to prepare:\*\*

- Three tab titles
- Detailed text for each tab (info blocks + steps)
- Twoâ column content for eligible investments

\*\*Why it matters:\*\*

- Tabs allow lots of information without overwhelming the page
- The twoâ column block makes long text easier to read

---

### ### 3) Laws and Regulations

A formal and informative page focused on legal guidance.

\*\*What to prepare:\*\*

- Tab titles and tab text (policies, regulations, guidance)
- Supporting links or callsâ toâ action
- Secondary explanatory content below the tabs

\*\*Tip:\*\* Keep this page wellâ structured and skimmable.

---

### ### 4) Investment Trends

A dataâ driven page that shows growth, patterns, and opportunities.

\*\*What to prepare:\*\*

- Strong statistical highlights
- Trend descriptions
- Supporting text blocks

\*\*Tip:\*\* Readers scan this page, so keep text concise and data clear.

---

### ### 5) Opportunities (Overview Page)

This page introduces opportunities before visitors dive into sector details.

**\*\*What to prepare:\*\***

- Two short paragraphs
- Contact or CTA text
- Button label + link

---

### ### 6) Investment Opportunities (Listing Page)

Shows individual opportunity posts with filters.

**\*\*For each Opportunity post, prepare:\*\***

- Investment Amount
- Project Stage
- County / Region

These fields power the filters and help users find what they need.<sup>a</sup> F:leroux-child/components/opportunities

---

### ### 7) Sector Pages (Agriculture, ICT, Tourism, etc.)

Every sector page has two big sections:

1. **\*\*Overview Block\*\*** à short intro + key numbers
2. **\*\*Tabs Block\*\*** à deeper details, checklists, logos

**\*\*What to prepare:\*\***

- Strong overview text
- Snapshot numbers + labels
- Tab titles and descriptions
- Logos/images inside each tab

---

### ### 8) Get Started

A step by step guide for investors.

**\*\*What to prepare:\*\***

- Main title + intro paragraph
- Two step blocks (numbers + text)
- Button labels + links
- Icon grid (title + short text for each)

---

### ### 9) About Us

This page tells the story of the organization.

**\*\*What to prepare:\*\***

- Vision / Mission / Values statements
- History highlights
- Partner logos

---

### ### 10) Governance

Leadership listing page.

**\*\*What to prepare for each Governance post:\*\***

- Full name
- Job position / title
- Photo

**\*\*Important:\*\*** The job position/title is required to display correctly.<sup>a</sup> F:leroux-child/components/govern

---

### ### 11) News

Populated from News posts.

**\*\*What to prepare for each News post:\*\***

- Title
- Featured image
- Short excerpt or intro paragraph

**\*\*Best practice:\*\*** Duplicate a previous news post layout to keep styling consistent (see Elementor guide)

---

### ### 12) Events

Populated from Events posts.

**\*\*What to prepare for each Event:\*\***

- Location
- Start date
- End date

These fields allow filters and date display to work properly.<sup>a</sup> F:leroux-child/functions.phpâ L236-L260<sup>a</sup>

---

### ### 13) Resources

Resources are downloadable documents.

\*\*What to prepare for each Resource:\*\*

- Title
- Download link (URL)
- Optional category or type

Download links are required so users can access files.<sup>a</sup> F:leroux-child/components/resources-filters-s

---

### ### 14) Careers

Managed as posts.

\*\*What to prepare for each Career post:\*\*

- Job classification
- Location
- Description

These fields appear on the job detail page.<sup>a</sup> F:leroux-child/functions.phpâ L186-L203<sup>a</sup>

---

## ## ð§' Plugins in Use (Active â Explained)

Below is a plainâ language explanation of each active plugin and why it matters.

### ### â Core content system

- \*\*Advanced Custom Fields (ACF)\*\* â the most important plugin on the site. It creates the extra fields

### ### â Page building & layout

- \*\*Elementor\*\* â the visual page builder used for layouts and section placement.
- \*\*Elementor Pro\*\* â adds advanced widgets, theme builder tools, and dynamic capabilities.

### ### â Backups & migration

- \*\*Allâ inâ One WP Migration\*\* â export/import full site backups.
- \*\*Allâ inâ One WP Migration Unlimited Extension\*\* â removes size limits during migration.
- \*\*Migrate Guru\*\* â alternative migration tool for moving the site.

### ### â Performance & optimization

- \*\*LiteSpeed Cache\*\* â speeds up the site with caching and optimization tools.
- \*\*QODE Optimizer\*\* â compresses and optimizes images across the site.

### ### â Forms & marketing

- \*\*Contact Form 7\*\* â powers contact and enquiry forms.
- \*\*MC4WP (Mailchimp for WordPress)\*\* â connects the site to Mailchimp for newsletter signups.

### ### à Translation & accessibility

- **GTranslate** à adds multilingual translation support.
- **Ally** à Web Accessibility & Usability à provides accessibility tools (contrast, resizing, etc.).

### ### à Theme & design utilities

- **Leroux Core** à required for theme-specific features (shortcodes, custom blocks).
- **Qode Framework** à the foundation framework for the theme.
- **Qi Addons for Elementor** à extra Elementor widgets.
- **Qi Blocks** à additional Gutenberg blocks.

### ### à Editorial workflow

- **Duplicate Page** à duplicating pages/posts quickly (very useful for consistent layout).
- **Classic Widgets** à keeps the classic widget screen.
- **WP File Manager** à direct file access (use carefully; only for admins).
- **Envato Market** à used for theme and plugin updates from Envato.

### ### à WooCommerce compatibility (kept active)

- **QODE Quick View for WooCommerce** à quick product preview.
- **QODE Wishlist for WooCommerce** à wishlist feature.

---

## ## ð Extra Tips for Editors

- **Empty field = hidden section.** If something disappears, check the custom fields.
- **Keep image sizes consistent.** It improves layouts in grids and tabs.
- **Keep paragraphs short.** The website is designed for scanning.
- **When in doubt, duplicate a similar page/post** and replace content.

---

If you want, we can also create:

- A **visual PDF checklist**
- A **field inventory** for each page
- A **training walkthrough video**